



## **CGMA MANAGEMENT CASE STUDY AUGUST 2019 EXAM ANSWERS**

### **Variant 5**

#### **Marking Guidance**

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The following marking guidance is based on CGMA Management Case Study Exam August 2019, Variant 5

This marking guidance has been provided by CIMA for information purposes only. It is not to be considered exhaustive and alternative, valid approaches would earn marks.

Note: while the published weighting of competencies for the level would be reflected in the distribution of marks for each examination, there may be some small variations between different forms of the examination.

CIMA will not accept challenges to this marking guidance on the basis of academic judgement.

## Marking Guidance

Section	Technical Skills		Business skills		People Skills		Leadership Skills		Integration	Total
1			Evaluate impact on value chain	11			Advise on problems associated with redundancy	12	2	25
2	Discuss measurement of goodwill on acquisition	12	Discuss investment appraisal	12					1	25
3	Recommend transfer pricing model	12			Discuss team management	12			1	25
4	Explain currency reserve movements	12			Discuss pricing strategy	5	Discuss relationship between finance, marketing and operations	6	2	25
		36		23		17		18		100